

## THE CLAIMS

1. (Original) A method of communicating activity information to support user and user base profiling and consumption feedback in a communication network, the method comprising:

establishing at a first location, from a second location, at least one parameter related to monitoring media consumption activity of a user at the first location;

receiving, at the first location, a media request from the user, the requested media having an associated set of pre-defined characteristics;

determining, at the first location, whether the associated set of pre-defined characteristics matches the at least one parameter;

sending notification of the media request to a second location, via a communication network, if the determining results in a match; and

refraining from sending a notification of the media request to the second location, via the communication network, if the determining does not result in a match.

2. (Previously Amended) The method of claim 1 wherein the first location is associated with one or more of an Internet protocol (IP) address, a media access control (MAC) address, and/or an electronic serial number (ESN).

3. (Previously Amended) The method of claim 1 wherein the communication network comprises one or more of a cable infrastructure, a satellite network infrastructure, a

digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and/or a wireless infrastructure.

4. (Original) The method of claim 1 wherein the communication network is the Internet.

5. (Previously Amended) The method of claim 1 wherein the media comprises one or more of audio, a still image, video, real time video, and/or data.

6. (Previously Amended) The method of claim 1 wherein consumption comprises one or more of playing audio, displaying a still image, displaying video, and/or displaying data.

7. (Original) The method of claim 1 wherein the at least one parameter comprises a title keyword, a subject keyword, a time period, a genre, an artist, a media channel type, a mode, a language, information identifying the user, information indicating whether the user may be contacted, and information indicating how information related to the media request may be used.

8. (Previously Amended) The method of claim 1 wherein the associated set of pre-defined characteristics comprises one or more of a title keyword, a subject keyword, a time period, a genre, an artist, a media channel type, a mode, and/or a language.

9. (Previously Amended) A method of communicating activity information to support user and user base profiling and consumption feedback in a communication network, the method comprising:

establishing at a first location, from a second location, at least one parameter related to monitoring media consumption activity of a user at the first location;

receiving, at the second location via the communication network, notification of a media request by the user at the first location, the requested media having an associated set of pre-defined characteristics matching the at least one parameter;

creating at least one record of the media request, at the second location; and

sharing information derived from the at least one record with a third party.

10. (Previously Amended) The method of claim 9 wherein the first location is associated with one or more of an Internet protocol (IP) address, a media access control (MAC) address, and/or an electronic serial number (ESN).

11. (Previously Amended) The method of claim 9 wherein the communication network comprises one or more of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and/or a wireless infrastructure.

12. (Original) The method of claim 9 wherein the communication network is the Internet.

13. (Previously Amended) The method of claim 9 wherein the media comprises one or more of audio, a still image, video, real time video, and/or data.

14. (Previously Amended) The method of claim 9 wherein consumption comprises one or more of playing audio, displaying a still image, displaying video, and/or displaying data.

15. (Original) The method of claim 9 wherein the at least one parameter comprises a title keyword, a subject keyword, a time period, a genre, an artist, a media channel type, a mode, a language, information identifying the user, information indicating whether the user may be contacted, and information indicating how information related to the media request may be used.

16. (Previously Amended) The method of claim 9 wherein the associated set of pre-defined characteristics comprises one or more of a title keyword, a subject keyword, a time period, a genre, an artist, a media channel type, a mode, and/or a language.

17. (Previously Amended) The method of claim 9 wherein the third party is one or more of a third party media provider, a third party service provider, and a third party sales provider.

18. (Original) The method of claim 9 wherein the sharing uses the communication network.

19. (Currently Amended) A system supporting communication of activity information to support user and user base profiling and consumption feedback in a communication network, the system comprising:

a television display at a first location;

a storage for storing media, at the first location, the storage having an associated network address;

a user interface accessible via the television display, the user interface supporting the selection of media for consumption;

set top box circuitry, at the first location, communicatively coupled to the storage to support consumption of the selected media; and

server software that receives, via a communication network, data comprising the associated network address, a user identifier, and information related to the media selected for consumption, and responds by storing at least a portion of the received data, the server software sending notification of a media request to a second location based on a determination as to

whether a set of pre-defined characteristics associated with the requested media matches at least one parameter related to monitoring media consumption activity at the first location.

20. (Previously Amended) The system of claim 19 wherein the media comprises one or more of audio, a still image, video, real time video, and/or data.

21. (Previously Amended) The system of claim 19 wherein consumption comprises one or more of playing audio, displaying a still image, displaying video, and/or displaying data.

22. (Previously Amended) The system of claim 19 wherein the associated network address is one or more of an Internet protocol (IP) address, a media access control (MAC) address, and/or an electronic serial number (ESN).

23. (Previously Amended) The system of claim 19 wherein the communication network comprises one or more of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and/or a wireless infrastructure.

24. (Previously Amended) The system of claim 19 wherein the server software communicates, to the set top box circuitry, at least one parameter related to monitoring media consumption activity.

25. (Original) The system of claim 24 wherein the at least one parameter comprises a title keyword, a subject keyword, a time period, a genre, an artist, a media channel type, a mode, a language, information identifying the user, information indicating whether the user may be contacted, and information indicating how information related to the media request may be used.

26. (Previously Amended) The system of claim 19 wherein the server software shares, with a third party, information derived from the received data.

27. (Previously Amended) The system of claim 19 wherein the information related to media selected for consumption comprises one or more of a title, a subject, a time period, a genre, an artist, a media channel type, a. mode, a language, information identifying the user, and/or information indicating whether the user may be contacted.

28. (Currently Amended) A system supporting communication of activity information to support user and user base profiling and consumption feedback in a communication network, the system comprising:

set top box circuitry, at a first location, communicatively coupled to storage having an associated network address, at the first location, to support consumption of media selected via a user interface accessible via a television display; and

software that receives, via a communication network, data comprising the associated network address, a user identifier, and information related to the media selected for consumption, and responds by storing at least a portion of the received data, the software sending notification of a media request to a second location based on a determination as to whether a set of pre-defined characteristics associated with the requested media matches at least one parameter related to monitoring media consumption activity at the first location.

29. (Previously Presented) The system of claim 28 wherein the media comprises one or more of audio, a still image, video, real time video, and/or data.

30. (Previously Presented) The system of claim 28 wherein consumption comprises one or more of playing audio, displaying a still image, displaying video, and/or displaying data.

31. (Previously Presented) The system of claim 28 wherein the associated network address is one or more of an Internet protocol (IP) address, a media access control (MAC) address, and/or an electronic serial number (ESN).

32. (Previously Presented) The system of claim 28 wherein the communication network comprises one or more of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and/or a wireless infrastructure.



33. (Previously Presented) The system of claim 28 wherein the software communicates, to the set top box circuitry, at least one parameter related to monitoring media consumption activity.

34. (Previously Presented) The system of claim 33 wherein the at least one parameter comprises a title keyword, a subject keyword, a time period, a genre, an artist, a media channel type, a mode, a language, information identifying the user, information indicating whether the user may be contacted, and information indicating how information related to the media request may be used.

35. (Previously Presented) The system of claim 28 wherein the software shares, with a third party, information derived from the received data.

36. (Previously Presented) The system of claim 28 wherein the information related to media selected for consumption comprises one or more of a title, a subject, a time period, a genre, an artist, a media channel type, a. mode, a language, information identifying the user, and/or information indicating whether the user may be contacted.

37. (Previously Presented) The system of claim 28 wherein the software comprises server software.